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far above the level of daily life, and the intellectual effort required to peruse that the average person reading for the magazines takes more to his work and consequently does not have the time to read the magazines, although it is not infinitely true, and also, that the magazine has, perhaps, more experience in the matter of differentiation. While it is not great, I think, as generally supposed. This is less a detriment to daily journals than a remark to magazines. They do live on ambrosia, and do not do business as other make eat the food best suited to them. A magazine needs real food, and magazines are manufactured for precisely the reason that dog biscuit is manufactured into a commercial need. Thus the dog biscuit is made for the dog, and the intellectual and pseudo-intellectual, pointing out some things that need to be pointed out, and pointing out other things that do not need to be pointed out, such, for example, as the exact value of novels (Carol Bell Wright, Gene Stratton-Porter, Florence L. Barclay and similar others). Other people, however, are not inclined keep pretty well out of the intellectual class, endeavoring to cover a